

## ORDER



WOOD

**Orders**  
**Order / Rev:** 205932  
**Alt Order #:** 6852973  
**Product Desc:** RESTORE OUR FUTURE  
**Estimate:** 2017  
**Flight Dates:** 09/19/12 - 09/25/12  
**Original Date / Rev:** 09/17/12 / 09/17/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency Name:** Mentzer Media Services  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Avenue  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Restore Our Future  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P2  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN2570/SP271/TO1326/AL2874/MO967

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	39	\$36,700.00	\$31,195.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	39	\$36,700.00	\$31,195.00	0.00
<b>Totals</b>	<b>39</b>	<b>\$36,700.00</b>	<b>\$31,195.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WOOD	20%	\$36,700.00
Market	100%	\$183,500.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	46%	\$84,410.00
WXMI	16%	\$29,360.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	18%	\$33,030.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	09/19/12	09/21/12	6am Daybreak	CM	6-7a	--WTF--	:30	3	\$800.00	P3	0.00	NM	3	\$2,400.00
				6am Daybreak											
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/17/12	09/23/12	--WTF--		3		\$800.00		0.00					
E 2	WOOD	09/19/12	09/21/12		CM	12-1p	--WTF--	:30	3	\$650.00	P2	0.00	NM	3	\$1,950.00

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 Estimate: 2017  
**WOOD**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Noon News News 8 @ Noon NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -- WTF-- 3 \$650.00 0.00															
E 3	WOOD	09/19/12	09/21/12	M-F 5p News M-F News 8 @5p	CM	5-530p	-- WTF--	:30	3	\$1,500.00	P3	0.00	NM	3	\$4,500.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -- WTF-- 3 \$1,500.00 0.00															
E 4	WOOD	09/19/12	09/21/12	LN M-F M-F News 8 @ 11	CM	11-1135p	-- WTF--	:30	3	\$1,500.00	P3	0.00	NM	3	\$4,500.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -- WTF-- 3 \$1,500.00 0.00															
E 5	WOOD	09/19/12	09/21/12	Tonight Show/Jay Leno Tonight Show w/ Leno	CM	1135-1235a	-- WTF--	:30	6	\$650.00	P3	0.00	NM	6	\$3,900.00
TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -- WTF-- 6 \$650.00 0.00															
E 6	WOOD	09/22/12	09/22/12	Daybreak Sat @6am Daybreak Sat 6am	CM	6-7a	-----S-	:30	1	\$400.00	P2	0.00	NM	1	\$400.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S- 1 \$400.00 0.00															
E 7	WOOD	09/22/12	09/22/12	Daybreak Sat @7am Daybreak Sat@7am	CM	658-8a	-----S-	:30	1	\$850.00	P2	0.00	NM	1	\$850.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S- 1 \$850.00 0.00															
E 8	WOOD	09/22/12	09/22/12	Sat 6p News 8 Sat News 8 @6p	CM	6-630p	-----S-	:30	1	\$1,200.00	P3	0.00	NM	1	\$1,200.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S- 1 \$1,200.00 0.00															
E 9	WOOD	09/22/12	09/22/12	LN Sa Saturday News 8 @11	CM	11-1130p	-----S-	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S- 1 \$1,500.00 0.00															
E 10	WOOD	09/23/12	09/23/12	Daybreak Sun @6am Daybreak Sun @6am	CM	6-7a	-----S	:30	1	\$450.00	P2	0.00	NM	1	\$450.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S 1 \$450.00 0.00															
E 11	WOOD	09/23/12	09/23/12	Daybreak Sun @7am Daybreak Sun @7am	CM	658-8a	-----S	:30	1	\$950.00	P2	0.00	NM	1	\$950.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S 1 \$950.00 0.00															
E 12	WOOD	09/23/12	09/23/12	Today Show Su Today Show Sunday	CM	758-9a	-----S	:30	1	\$1,600.00	P3	0.00	NM	1	\$1,600.00
SUN TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S 1 \$1,600.00 0.00															
E 13	WOOD	09/23/12	09/23/12	Sun 10-11am To The Point	CM	10-1030A (10:00 AM-10:30 AM)	-----S	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
TO THE POINT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S 1 \$500.00 0.00															
E 14	WOOD	09/23/12	09/23/12		CM	1130-12a	-----S	:30	1	\$500.00	P4	0.00	NM	1	\$500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NFL 11p News											
				Sun 11p News (NFL)											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$500.00		0.00			
E 15	WOOD	09/24/12	09/25/12	6am Daybreak	CM	6-7a	MT-----	:30	2	\$800.00	P3	0.00	NM	2	\$1,600.00
				6am Daybreak											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$800.00		0.00			
E 16	WOOD	09/24/12	09/25/12	Noon News	CM	12-1p	MT-----	:30	2	\$650.00	P2	0.00	NM	2	\$1,300.00
				News 8 @ Noon											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$650.00		0.00			
E 17	WOOD	09/24/12	09/25/12	M-F 5p News	CM	5-530p	MT-----	:30	2	\$1,500.00	P3	0.00	NM	2	\$3,000.00
				M-F News 8 @5p											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$1,500.00		0.00			
E 18	WOOD	09/24/12	09/25/12	LN	CM	11-1135p	MT-----	:30	2	\$1,500.00	P3	0.00	NM	2	\$3,000.00
				M-Su Late News Rotator											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$1,500.00		0.00			
E 19	WOOD	09/24/12	09/25/12	Tonight Show/Jay Leno	CM	1135-1235a	MT-----	:30	4	\$650.00	P3	0.00	NM	4	\$2,600.00
				Tonight Show w/ Leno											
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					4	\$650.00		0.00			
													Totals	39	\$36,700.00